

## Description

# SYSTEM AND METHOD FOR IDENTIFYING ALTERNATE CONTACT INFORMATION

### CROSS REFERENCE TO RELATED APPLICATIONS

[0001] This application dates to the filing of U.S. provisional patent application 60/415,099, filed October 2, 2002, containing the same subject matter.

### BACKGROUND OF INVENTION

[0002] The present invention relates to the field of updating contact information, and more particularly to systems and methods for using databases of contact data and identifying alternate contact information for individuals, businesses, or households using relationships between contact data elements stored in the databases.

### SUMMARY OF INVENTION

[0003] According to the present invention, a system for identifying alternative contact information preferably has the following components: a database which contains data

records for a plurality of Recipients that include personally identifiable information (PII) for each Recipient for searching, cross-identification and decision-making; a receiver for inputting data into that database using a non-intrusive data-collecting means; an updating mechanism for merging identified updated contact data into the database; and a mechanism for receiving, processing, and responding to queries for alternate PII in the database.

#### **BRIEF DESCRIPTION OF DRAWINGS**

[0004] Fig. 1 illustrates a contact information system according to a preferred embodiment of the present invention.

#### **DETAILED DESCRIPTION**

[0005] The preferred embodiment of the present invention may be used by businesses or persons (i.e., Senders) to find current, alternative PII for their customers, prospects, and contacts (i.e., Recipients).